

CALIFORNIA ARTS COUNCIL
STATEWIDE NETWORKS PROGRAM
2011–2012 GUIDELINES & APPLICATION
DEADLINE: MARCH 16, 2012 (POSTMARKED & ELECTRONIC)



Guidelines were revised – please review closely

PURPOSE

The Statewide Networks Program (SN) supports culturally specific, multicultural, and discipline-based statewide and regional arts networks and service organizations. Its goal is to strengthen an organization's capacity and delivery of services to its constituents through communications, professional development opportunities, networking and arts advocacy.

ELIGIBILITY

Statewide and regional culturally specific, multicultural, and discipline-based arts networks and service organizations are eligible to apply.

- Applicant organization must have at least a two-year track record of developing its field and providing services to its constituent base (individual artists and/or arts organizations).
- *Statewide* is defined as an organizational network serving a statewide constituency.
- *Regional* is defined as an organizational network serving constituencies in at least three non-contiguous counties.
- *Culturally Specific and Multicultural* refers to organizational networks, which are rooted in and reflective of underserved ethnic and cultural communities.
- If an applicant is awarded SN and Creating Public Value (CPV) grants, it may only receive one grant in a given year.

APPLICATION CYCLE

- Deadline: March 16, 2012 (postmarked & electronic submission)
- Review Panel: May 2012
- Council Approval: June 2012
- Grant Dates: Late June, 2012 – May 31, 2011
- Notification of panel recommendations to follow Council approval.

REVIEW CRITERIA

A review panel will rank applicant organizations based on SN Review Criteria:

- *Quality of Programs & Services:* Based on programs and services that are closely aligned with organization's mission and intended constituency.
- *Quality of Plan:* Based on strategies to strengthen organizational capacity and constituent base; and to work with the CAC in advancing a statewide arts agenda.
- *Impact on Constituency:* Based on proposed plan to advance organization's constituent base and field.
- *Managerial & Fiscal Competence:* Evidence of qualified administrative personnel and overall fiscal health.

***The SN Program is designed to support advocacy efforts on behalf of the arts, as opposed to organizational or individual lobbying efforts.**

Advocacy is pursuit of efforts to influence outcomes—including public policy and resource allocation decisions within political, economic, and social systems and institutions—that directly affect people’s lives.

Lobbying consists of communications intended to influence *specific* legislation or ballot initiatives.

In 1976 Congress ruled that public charities have the right to lobby and may do so legally; however, lobbying is limited by the IRS and by the state’s Fair Political Practices Act. Nonprofits can choose one of two standards by which their lobbying is measured by the IRS. The oldest and best known requires that “no substantial part of a charity’s activities can be used to attempt to influence legislation. The “no substantial part” is not a strict percentage test. The IRS does not set a percentage as a guideline. **In practice, non-profits often err on the side of limiting their lobbying to 2-3 percent of their time, when in fact they do not need to do so.**

GRANTEE REQUEST AMOUNT

SN grants will be based on a ranking system. SN requests cannot exceed an organization’s total income based on its last completed budget.

- Statewide Organizations may request up to \$15,000
- Regional Organizations may request up to \$7,000

MATCHING

All grant recipients must provide a dollar-for-dollar (1:1) match. The cash match may be from corporate, private contributions, local or federal government, or earned income. Other State funds cannot be used as a match. A combination of in-kind contributions may be used to match the CAC request with the approval of SN Program Specialist (see Staff Assistance).

WHAT WE DO NOT FUND

- Organizations whose reports for previously awarded CAC grants are overdue or incomplete
- Non-arts service organizations
- For-profit organizations
- Other state agencies
- Programs not accessible to the public
- Projects with religious or sectarian purposes
- Organizations or activities that are part of the curricula base of schools, colleges, or universities
- Indirect costs of schools, community colleges, colleges, or universities
- Trust or endowment funds
- Purchase of equipment, land, buildings, or construction (capital outlay expenditures)
- Out of state travel activities
- Hospitality or food costs
- Expenses incurred before the starting or after the ending date of the contract

RANKING PROCESS

The panel's review of applications is a multi-step process and involves assigning numerical ranks to an application. This year a 10-point ranking system is being implemented. Panelists' ranks are averaged to obtain the final score.

10-Point Numerical Ranking System

10	Model	Meets all of the review criteria to the highest degree possible.
8-9	Excellent	Designates an applicant as a high priority for funding.
5-6-7	Good	Strongly meets the review criteria; however, some improvement or development is needed.
2-3-4	Marginal	Has some merit; however, does not meet the criteria in a strong or solid way.
1	Ineligible	Not fundable under any circumstances; inappropriate for CAC support.

Depending on the amount of funds available and the number of applicants, a cutoff point will be made based on the ranking. Funding recommendations will be decided through this process.

GRANTEE REQUIREMENTS

- To better educate our elected representatives on the value of the arts, you will be expected to include with your grant, copies of letters sent to the Governor and your State Senate, Assembly, and U.S. Congress representatives thanking them for your SN grant.
- Use CAC and National Endowment for the Arts (NEA) logos on all printed, electronic materials, and websites (programs, catalogs, postcards, posters, newsletters, leaflets, publications, etc.).
- Credit the CAC and the NEA on all printed and electronic materials:
“This activity is funded in part by the California Arts Council, a state agency, and the National Endowment for the Arts, a federal agency.”
- When discussing programs supported by this grant, verbal credit must be given.
- Submit an Interim Report by November 30, 2012, culminating with a Final Report summarizing SN accomplishment with related materials at the end of the grant period.
- Attend CAC conferences and convenings (to be announced).

STAFF ASSISTANCE

CAC staff is available on a limited basis to offer guidance and clarification in preparing your proposal. Be sure to contact staff far enough ahead of the deadline to ensure that you can be accommodated. **Contact Lucero Arellano, SN Program Specialist at larellano@cac.ca.gov or 916/322-6338.**

APPENDIX
New partnership with the California Cultural Data Project (California CDP)

The California Arts Council, along with other public and private funders in California, is engaging in a new partnership with the Cultural Data Project and now requires applicants to complete a Cultural Data Profile through the California CDP Website (<http://www.caculturaldata.org>).

The California CDP is an online system for collecting and standardizing historical financial and organizational data and will provide the cultural community with consistent, reliable, comprehensive data on arts and culture in California. It is hoped that access to this data will enhance both individual organizational capacity as well as the overall effectiveness of the nonprofit cultural community in our state. Applicants applying to more than one of the participating grantmakers will only need to complete this form once each year.

Participation in the California Cultural Data Project (California CDP) is required for all California Arts Council applicants. As part of the application process, a Funder Report, created through the California CDP is also due to the California Arts Council by this application's deadline.

Instructions for the Use of the California CDP:

1. Your organization must be registered with the California CDP Website and have created an organizational login ID and password.
2. Your organization, or arts program/department within a larger organization, will enter historic financial and programmatic information for completed fiscal years using board-approved audits or reviews. If your organization is not audited, you will enter information from your board-approved year-end financial statements.

Please note, your project budgets, narratives, and organizational budgets are NOT collected by the California Cultural Data Project and will remain part of the California Arts Council application.

3. If this is your first year of use, you are asked to **complete a Cultural Data Profile for each of the two most recently completed fiscal years.** (Going forward, you will only need to provide one year of data.)
4. Once you have completed and submitted your Cultural Data Profile, go to the "Funder Reports" section of the California CDP Website and print **this** application's Funder Report for the California Arts Council, and include it with your application materials. Relevant information from the applicant's Cultural Data Profile will automatically be included in the California Arts Council Funder Report. **Please be sure to review your Funder Report.**
5. The California CDP Help Desk will review each of your submitted profile(s) and contact you with suggested revisions. It is your responsibility to respond and to make all necessary changes to the submitted Data Profile(s). Making these suggested revisions may help you represent your organization more accurately in the Funder Reports you use as part of your application to participating grants programs and in the powerful User Reports.

The complete instructions for the use of the California CDP are available on the California CDP Website. Please direct questions concerning the Cultural Data Profile to:

California CDP Help Desk:

Toll Free: 1-866-9-CAL-CDP

Email: help@caculturaldata.org

The California CDP Help Desk is available Monday – Friday from 9:00am – 5:00pm PST.

California CDP Web site: <http://www.caculturaldata.org>

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Application Instructions

The SN Program's goal is to strengthen an organization's capacity and delivery of services to its constituents through communications, professional development opportunities, networking and arts advocacy.

Preparing Application:

Read instructions before completing the application. Incomplete and improperly submitted applications will not be considered. Fill out and complete all questions on the application. You may prepare your narrative sections in Word to copy and paste in online application.

1. **SN Cover Page (Contact Information link):** Fill out application form including your organization's total fiscal activity for actual, current, and projected budget years. These totals should reflect an operating budget, excluding In-Kind and Pass-Through Funds. If organizational network is a project of applicant organization, include project's (network) fiscal activity totals. Explain significant shifts (10%) between fiscal/calendar years in Budget Notes and Schedules section of the Organizational Budget Summary. Reference as "Total Fiscal Activity" on cover page, and specify year(s).

If using a Fiscal Receiver, fill out appropriate section.
2. **(Profile link):** Includes Organization's Mission and Purpose; Organizational History and Constituency; and Programs and Services.
3. **Proposal (Narrative link):** Includes strategies to strengthen organization's capacity, constituent base, partnership with the CAC, leveraging of SN funds and resources, and impact on constituency .
4. **Project Description and Budget (Project link):** The Project Description is a summary of your request indicating how grant monies would be used. This summary should be brief, since it will be used to introduce your proposal to the review panel. Complete Budget section indicating projected grant expenditures and source(s) of matching funds as dollar-for-dollar (1:1). If providing partial in-kind contributions, specify in-kind services and dollar value under Sources of Match, under "Other" line item and label as "in-kind." The totals of your SN Request, Match and Sources of Match, must be the same.
5. **Organizational Budget Summary (Budget link):** Includes current income & expenses (covering calendar year 2012 or fiscal year 2011-12). If organizational network is a project of applicant organization, include only network's project budget.
6. **CAC Funder Report for SN:** Include your organization's California Cultural Data Project (California CDP) Funder Report for the SN Program. If organizational network is an independent project of applicant organization, include only network's project information. Report is generated at California CDP's Website

(<http://www.caculturaldata.org>). Participation in the California CDP is required for all CAC applicants and consists of completing a Cultural Data Profile for your organization at California CDP's Website.

7. **Log of Programs & Services for Calendar Years 2011 and 2012:** Include highlights and briefly describe corresponding activities with date, location (city/county), targeted constituency and total participants (1 page). To access this form, go to SN's main page at <http://www.cac.ca.gov/programs/sn.php>.
8. **Supplemental Attachments:**
 - a. Short biographies (not resumes) of Key Administrative, and if appropriate, Artistic Personnel (total 1 page, single space). **Include role with organization and, if applicable, with proposed grant.**
 - b. If applicable, include bios of personnel/consultants to be paid or hired with SN funds. Label as **"SN Contracted Personnel" indicating title, experience, and role with proposed grant** (total 1 page, single space). If personnel under a. and b. fit on same page, submit 1 page.
 - c. Current list of Board of Directors or Steering Committee (if applicable) with name, expertise, role on governing body, and county of residence. (1 page, if applicable).
 - d. If proposing to work with other organizational partners, submit letters of intent from each of these partners. Letters must be on organization's letterhead and signed by its executive director or board chair.
 - e. Hard copies of up to three (3) different supplemental materials generated within the past two years that best portray your organization and its work. These may include brochures, programs, newsletters, support letters, etc.

GRANT DESCRIPTION & BUDGET INSTRUCTIONS

(Refer to Project link on SN application site)

EXHIBIT A – PROJECT DESCRIPTION

Briefly summarize your request, clearly indicating how grant monies would be used. This summary must be brief, since it will be used to introduce your proposed project to the review panel and may be used in CAC publications.

EXHIBIT B

I. BUDGET DETAIL

(Note: totals calculate after tabbing to the next field)

Personnel Expense Category (see below)

- List personnel positions supported by this grant in the appropriate category. Multiple personnel may be grouped together. For Example: “performing artists”
- New? Check this box if this is a new position being supported.
- Give the rate of pay (annual; monthly, hourly; per service, etc.)
- Indicate amount of CAC funds to be used to support each position.
- Match CAC funds 1:1 (dollar for dollar). Do not overmatch. Only match the portion that the CAC funds are covering.

Operating/Production Expense

- This line item includes space rental, equipment rental, travel (in-state), supplies, postage, printing, phones.

Source of Match

- Identify the source(s) of matching funds. Do not overmatch (these should equal your request and match).

Personnel Categories

1. Artistic

Includes artistic directors, conductors, curators, composers, choreographers, designers, video artists, filmmakers, painters, poets, authors, sculptors, actors, dancers, musicians, teachers, traditional folk artists, guest artists, puppeteers, artistic consultants.

2. Administrative

Includes program and managing director, executive director, general manager, business manager, public relations officer, marketing/development staff, clerical, maintenance and security staff, ushers, box office personnel, administrative consultants.

3. Technical

Includes technical directors, wardrobe, lighting, and sound crew, stage managers, stage hands, video and film technicians, technical consultants.

ORGANIZATIONAL BUDGET SUMMARY INSTRUCTIONS

(Refer to Budget link on SN application site)

Definitions

I.A. Earned Income may include:

- Admissions: Revenue from admissions, tickets, subscriptions, etc.
- Touring: Revenue from touring activities.
- Contracted Services: Contract revenue from specific services (usually with an organization or unit of government), including performance or residency fees, etc.
- Tuition/Workshops: Revenue from sale of services (usually to individuals), such as classes, workshops, and training.
- Product Sales: Earned revenue from other sources, such as catalog sales, advertising space in programs, parking, etc.
- Investment Income: Dividends, interest, capital gains and their proceeds, including earnings from endowments, if these funds are used to support operating expenses.
- Other: Other sources, if any, such as *net* income from bookstores, restaurant, or other non-program-related activities.

I.B. Contributed Income May Include:

- Federal Government: Cash support from grants or appropriations by federal agencies, including the National Endowment for the Arts (NEA). Use a note to indicate which NEA program is the source of a grant.
- State Government: Cash support (other than this request) from the CAC or other state agencies.
- Local/Municipal Government: Cash support from grants or appropriations by city, county, instate regional and other government agencies.
- Individual Contributions: Cash support from private individuals; e.g., donations from patrons, boards of directors, etc.
- Business/Corporate Contributions: Cash support.
- Foundations: Cash support from private or community foundations. (Note: List corporate foundation support on line 12.)
- Memberships: Cash support (usually dues) from constituents or patrons who receive membership privileges.
- Fund-raising: Include *gross* proceeds from benefits, or other special events. Include contributions from guilds and auxiliaries. Do not include income from bookstores, restaurant, or other non-program-related activities. These should be listed on Earned Income lines.

II.A. Personnel Expenses: Include salaries, wages and benefits for employees, payment to consultants, etc.

- Artistic/Administrative/Technical: For full-time, include all year-round and permanent staff; for Other, include all part-time, project based, seasonal, collaborating, and consulting personnel.

II.B. Operating Expenses may include:

- Facility Expenses/Space Rental: Rental of office, rehearsal facilities, theater, hall, gallery, etc., and overhead for basic utilities. Also include nonstructural renovations and improvements. *Do not include capital expenditures.*
- Marketing: Marketing, publicity, and promotion, not including payments to personnel listed above. (II.A.). Include: costs of newspaper, radio, and television advertising; printing and mailing of brochures, flyers, or posters; food, drink, and space rental when directly connected to promotion, publicity, or advertising.
- Production/Exhibition: Costs of artistic production, including: electricity, storage, photo supplies, publication purchases, sets and props, equipment rental, insurance fees, trucking, shipping, and hauling expenses not entered under Travel.
- Travel: All travel connected with personnel, including fares, hotels, and other lodging expenses, food, taxis, gratuities, per diem payments, toll charges, mileage, allowances.
- Fundraising Expense: Total cost of fundraising activities. Fundraising expenses should relate to fundraising events included in Contributed Income.
- Other Operating Expenses: Include loan payments, interest charges, miscellaneous administrative expenses not covered above, yearly acquisitions budget, insurance, structural improvements.

III. Surplus Income (Deficit): Enclose deficit figures within parentheses.

Organization's Annual Budget Summary Instructions (Continued)

(Refer to Budget link on SN application site)

- IV. Carryover Fund Balance at Beginning of Year: Include only operating funds. Do not include value of endowments, cash reserves, restricted funds, or capital assets.
- V. Accumulated Surplus: Add item III, plus item IV, if appropriate.
- VI. Other Net Adjustments: Include fund transfers, special gifts, etc. Indicate deficit adjustments within parentheses.
- VII. Balance at Year End.
- VIII. Balance of Endowment Fund: Indicate the balance of the organization's endowment fund. Provide notes detailing major increases and/or decreases to fund.
- IX. Cash Reserves: Indicate the balance, with notes detailing major increases and/or decreases.
- X. Balance of Non-operating Capital Funds: Such as construction or building funds. Provide notes detailing major increases and/or decreases to fund.
- XI. Loans/Lines of Credit: Indicate the balance of all outstanding loans. Provide notes detailing the reason for the loan, the organization's repayment plan, and term of the loan.
- XII. In-Kind Contributions: Includes the value of in-kind contributions including services, capital acquisitions, space rental, and volunteer services (artistic, administrative and technical). If the total exceeds 10% of total income (line 17), attach a schedule.
- XIII. Pass-Through Funds: Include any funds received as a fiscal agent for the benefit of other organization(s).

HOW TO PACKAGE YOUR APPLICATION FOR SUBMISSION

The SN deadline for both, postmarked and electronic submission is March 16, 2012.

Illustrated below is the order in which the SN Application and Supplemental materials must be assembled.

Step 1. Gather Application Components.

A: Assemble	B: Final Order
Supplemental Attachments <ul style="list-style-type: none">• Short bios for key Administrative, and if applicable, Artistic Personnel. If hiring personnel with SN funds, include a short bio and label as “SN Contracted Personnel” (1 page maximum).• Board or Steering Committee list (1 page maximum)• If applicable, letters of intent from proposed organizational partners• No more than three (3) different supplemental materials generated within the last two years that best portray your organization and its work (A set must accompany your original and each of the required application copies).	SN 2011-12 Application California CDP Funder Rpt. for SN Log of Programs & Services Supplemental Attachments

Step 2. Submit the original and five copies of your application, per A & B, totaling six. Use paper clips to keep each set separate and intact. Pages must be single-sided, 8 ½” x 11”. Write SN and your discipline on the cover of your package and mail it by the deadline (postmarked March 16, 2012) to:

Lucero Arellano, SN Program Specialist
California Arts Council
1300 I Street, Suite 930
Sacramento, CA 95814

Step 3. Submit your online application by March 16, 2012.

If you have any questions, please do not hesitate to contact Lucero Arellano at (916) 322-6338 or at larellano@cac.ca.gov.